Montana Department of Commerce
Travel Montana

Special Events Grant Program (SEGP)
Overview

PURPOSE	The purpose of the Special Events Grant Program (SEGP) is to create and sustain economic development through the creation and/or substantial enhancement of an annual on-going event. Eligible events for funding fall into one of three categories: • Attendance events • Cultural or historic events • Sporting events
Source of Funding	The Montana Department of Commerce, Travel Montana will provide funding for the SEGP as part of its annual operating budget utilizing Accommodations Tax revenues.
Amount of Funding	Travel Montana will annually set the limits of funding of the SEGP at the June Tourism Advisory Council (TAC) meeting. For fiscal year 2008, this amount is $80,000.
Number & Dollar Amount of Grant Awards	There is no set number of grant awards that may be made in any fiscal year. However, the total dollar amount of the grant award(s) may not exceed the total amount of the SEGP funding set for that specific year. The minimum grant funding that can be allocated to any one proposed project in any fiscal year will be $2,500. The maximum grant funding that can be allocated to any one proposed project will be the maximum of the SEGP funding set for that given fiscal year. A proposed project may receive all or a portion of the grant funding requested in a specific grant proposal. The Department of Commerce maintains its discretion to withhold some funding.

SEGP Eligibility Requirements

Eligible Applicants	The applicant must be a Montana non-profit entity, city, county, or tribal government. Applicant organizations must be officially recognized by the IRS as having a non-profit status. No state or federal agencies may apply.
Eligibility Timeline	Events established after May 30, 2005 are eligible for funding. Consideration will be given for those events that are trying to expand the shoulder seasons. Change and/or loss of event sponsorship does not constitute grant eligibility unless all other eligibility requirements are met.
Eligible Projects & Activities	• Events secured in direct competition with other states • Advertising/marketing activities directed toward areas outside of 100 miles from the event • Building and equipment rental up to 20% of the total grant • Insurance • Entertainment and speakers' fees for events that are open and of interest to the general public • Photography, postage and printing • Rental or leasing of audiovisual equipment • Temporary security up to 20% of the total grant • Other uses not identified herein will be evaluated on a case-by-case basis
Ineligible Projects & Activities	• Construction or permanent improvements to event facilities • Infrastructure improvements • Purchase of equipment • Payroll, salaries or normal administrative expenses • Event organizers' travel expenses • Purchase of alcoholic beverages • County fairs, high school reunions and other types of similar events • Cash subsidies to be paid directly for a convention, trade show, workshop or summit meeting • Cash subsidies to be applied to prize money • Purchase of trophies or other contestant awards • Professional licensing fees

SEGP Matching Funds

	The applicant must provide a match to the funds available through the SEGP.
Hard Match	At least 50% of the match must be an actual financial investment or "hard" match. Funds received from other state and federal grant programs can used as part of the hard match requirement. **Projected ticket sales, gate receipts, concessions profits, etc. are not eligible as part of the hard match.**
Soft Match	No more than 50% can be a "soft" or in-kind materials or services match. The soft match has to be for eligible projects and activities and not for administrative salaries and other ineligible uses.
Ratio Matching Formula	The development of a matching formula favors economic growth in the less advantaged areas of Montana. Counties are ranked on the basis of lowest per capita income, slowest population growth, and highest unemployment.

Tier 1 Counties	*Tier 2 Counties*	*Tier3 Counties*
1) Deer Lodge	20) Meagher	39) Liberty
2) Glacier	21) Lake	40) Cascade
3) Roosevelt	22) Powder River	41) Chouteau
4) Big Horn	23) Hill	42) Carbon
5) Rosebud	24) Fergus	43) Madison
6) Petroleum	25) Pondera	44) Toole
7) Phillips	26) Judith Basin	45) Broadwater
8) Lincoln	27) Powell	46) Valley
9) Musselshell	28) Park	47) Flathead
10) Blaine	29) Silver Bow	48) Beaverhead
11) Mineral	30) Carter	49) Daniels
12) Treasure	31) Prairie	50) Stillwater
13) Richland	32) Sheridan	51) Jefferson
14) Sanders	33) McCone	52) Sweet Grass
15) Wibaux	34) Fallon	53) Lewis & Clark
16) Granite	35) Teton	54) Yellowstone
17) Wheatland	36) Ravalli	55) Missoula
18) Garfield	37) Dawson	56) Gallatin
19) Golden Valley	38) Custer	

Matching funds will be based on the following matching formula:

	State/Private		State/Private		State/Private
Tier 1	3:1	*Tier 2*	2:1	*Tier 3*	1:1

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Future Funding	Funds should be viewed as seed money to assist an organization in the formative years and should not be viewed as a guaranteed continuous source of funding. Applicants will not be guaranteed funding after the first year of the grant award and will need to reapply in subsequent years.
Unallocated Grant Funds	Grant funds not allocated through the SEGP in any given fiscal year will revert back to Travel Montana's general budget to be reallocated to other Travel Montana programs.
Time Period for Spending Grant Funds	Projects must be completed within 12 months from the signing of the contract by the Department of Commerce. One extension may be granted for up to 6 months at the discretion of the Department.

SEGP - Application Guidelines

Grant Deadline	Planning for a successful event takes time and effort to create long-term economic development. The grant deadline for 2008 is: • December 7, 2007 Taking into consideration the time necessary to review and score applications, a general timeline would be: • Grant deadline December 7, 2007 – Decision made by early February 2008 Normally it will take approximately one (1) month for contracts to be drawn up and approved. Grant recipients should expect to receive their funding on or around March 1, 2008.

Application Instructions	The Application has been designed to present your event information in such a manner as to allow the Department to effectively review and evaluate it to determine grant-funding eligibility.
	
	An Application will be considered null and void and disqualified if it is incomplete or deviates from the required format.
	• Applications will not be accepted if transmitted by facsimile (fax)
	• One (1) original and five (5) copies of the application document must be received prior to the grant application deadline
	• An *Application Cover Page* must be attached to each copy
	• A signed and dated *Certification* page must accompany each copy
	• The Applicant's non-profit Federal ID number must be listed on the *Application Cover Page* and an official copy of the nonprofit status paperwork must accompany the application.
	• Each Section of the *Application* must be addressed on separate sheets of paper
	• The Application must be typed using 12-point type and single-spaced
	        APPLICATIONS MUST BE POSTMARKED BY
	                  DECEMBER 7, 2007
	INCOMPLETE APPLICATIONS WILL BE DISQUALIFIED

Completed Applications	Send one (1) original and five (5) copies of the application to:
	        Manager, Special Events Grant Program
	        Travel Montana
	        Montana Department of Commerce
	        PO Box 200533
	        301 S Park
	        Helena, Montana 59620-0533

	• Applications must be postmarked by December 7, 2007. Incomplete applications will be disqualified.
Review of Applications	A committee compromised of five (5) Tourism Advisory Council (TAC) members and one (1) staff member from Travel Montana will review and score the applications. At the end of the 30-day scoring period, the committee will make a recommendation to the Director of the Department of Commerce, who will then make the final decision. A project must not be initiated prior to approval by the Department to remain eligible for Program funding.
Sources of Information	Applicants are encouraged to contact their local Regional Tourism Office to gather information that may be included to enhance the proposed event and facilitate evaluation of the potential economic impact. For general travel information, including lodging and event listings, visit Travel Montana's web site: www.visitmt.com For economic studies relating to the Travel & Tourism industry, Applicants may contact: **Institute for Tourism & Recreation Research (ITRR)** The University of Montana 32 Campus Drive #1234 Missoula, MT 59812-1234 Phone: (406) 243-5686 Fax: (406) 243-4845 email: itrr@forestry.umt.edu For regional information, contact the nearest Regional Tourism Office or visit Travel Montana's Intranet site: www.travelmontana.mt.gov
Regional Tourism Offices	**Custer Country** - Forsyth 406-346-1876 406-346-1876 (fax) Email: custer@rangeweb.net Web Site: www.custer.visitmt.com **Glacier Country** - Bigfork 406-837-6211 406-837-6231 (fax) Email: glaciercountry@montana.com Web Site: www.glacier.visitmt.com

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Gold West Country - Deer Lodge
406-846-1943
406-846-1943 (fax)
Email: goldwest@montana.com
Web Site: www.goldwest.visitmt.com

Missouri River Country – Wolf Point
406-653-1319
406-653-1319 (fax)
Email: 2mtmrc@nemontel.net
Web Site: www.missouririver.visitmt.com

Russell Country - Great Falls
406-761-5036
406-761-5085 (fax)
Email: russell@visitmt.com
Web Site: www.russell.visitmt.com

Yellowstone Country - Bozeman
406-556-8680
406-556-8688 (fax)
Email: yellowstone@montana.net
Web Site: www.yellowstone.visitmt.com

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